The role of the media for promoting and educating women for peace building

Doctoral resume submitted to:

SRTM University

For registration of the degree of doctor of philosophy

In journalism subject

Under faculty of inter disciplinary

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Introduction

Yemen Background

Yemen in brief

Yemen is a country located in Western Asia, occupying the south-western to southern end of the Arabian Peninsula. It is bordered by Saudi Arabia to the north, the Red Sea to the west, and Oman to the east. Yemen is a country of 22 million people of whom over 40% live in poverty.

Yemen was ranked 153 out of 177 countries in the 2007 Human Development Index and is by a considerable margin the poorest country in the Middle East and North Africa region. Yemen has one of the highest total fertility rates in the world (6.2 births per woman) and population is growing at over 3% per annum with almost 50% of the population under 15. Women are deeply disadvantaged throughout society with more than half of women marrying by the age of 15 and only 31% of women literate. The majority of Yemenis (74%) lived in rural areas with a population scattered among approximately 100,000 small villages in widely differing terrains (mountains, plains, coasts, desert plateau) proving a challenging environment for service delivery.

Yemen's political system is formally a multi-party democracy. The regime in Yemen is the same like in the Arab countries a dictatorial regime. Under these regimes people have suffered from corruption, instability and poverty. The Arab rulers have become richer along with their families and friends but the masses looking for essential things such as food and drugs. The Arab Spring has come to change the Arab regimes because of their injustice, corruption and false democracy.

Women in Yemen

In the past been placed at a disadvantage due to their sex, with a highly patriarchal society.

Although the government of Yemen has made efforts that will improve the rights of women in Yemen (including the formation of a Women's Development Strategy and a Women

Health Development Strategy), many cultural and religious norms, along with poor enforcement of this legislation from the Yemeni government , have banned Yemeni women from having equal rights to men.

In 2017, Yemeni women do not hold many economic, social or cultural rights. While suffrage was gained in 1967 and constitutional and legal protection was extended to women during the first years of Yemen unity between 1990–1994, they continue to struggle "in exercising their full political and civil rights"

The past shows that women have played major roles in Yemeni society. Some women of pre-Islamic and early Islamic Yemen held elite status in society.

The Queen Shaba, for example, "is a source of pride for the Yemeni nation".[4] In addition, Queen Arwa has been noted for her attention to infrastructure, which added to a documented time of prosperity under her rule.

Modern day women of Yemen are subject to a society that reflects largely agrarian, tribal, and patriarchal traditions. This combined with illiteracy and economic issues has led women to continuously be deprived of their rights as citizens of Yemen.

Due to the ongoing armed conflict in Yemen since the end of March 2015, Yemen is undergoing a humanitarian crisis worldwide.

The conflict has brought numerous accusations of violations and abuses of international human rights law and violations of international humanitarian law. The events have been brutal, and have had cruel consequences on all civilians, but especially on the lives of women and young girls.

Due to the tension and chaos of the crisis, combined with the deep-rooted gender inequality, conditions for women and girls in Yemen are deteriorating as the conflict drags on. Women and girls have been left vulnerable to inhumane violence, physical and psychological abuse and exploitation.

Women in Yemen have always had limited participation in society, as men are considered the primary decision makers both inside and outside the household. Thus, women have always been grossly underrepresented in Yemeni politics. This has not, however, prevented women from trying to make their voices heard through strikes and peaceful protests. Some progress has been made since 2011, as the 2011 Uprising challenged the norm of women's limited participation. Women were at the heart of protests, demanding and protesting for a better

political life. Then in 2014, women represented more than one quarter of the participants in the National Dialogue Conference (NDC). Through that, women of Yemen achieved important agreements, including the 30% quota for women's political participation.

During the NDC, many women delegates were publicly threatened for participating and were even physically attacked on the streets. To support the women and their movements, several women's human rights organisations, such as the Sisters Arab Forum for Human Rights, increased their efforts and encouraged women to continue participating and fighting for the issues they were passionate about.

The international community applauded the positive outcomes of the NDC process as this was a very significant change for women's participation in the Yemeni politics, in comparison to the previous years. In fact, in 2008 an attempt was made to introduce 15% quota for women in parliament, however this process was abandoned, after Islamic clerics and tribal chiefs intervened and held a 'Meeting for Protecting Virtue and Fighting Vice,' proclaiming that a woman's place is at home.

Despite the . In the former national parliament, women held only 0.3% of the seats achievements made in 2014 by the NDC; women's political participation has been suspended as a result of the current ongoing conflict.

Media and women in Yemen

The media in Yemen contributed to restricting the role of women in some social activities and transferring a stereotypical image to society, which contributed to the rejection by society ,of the roles of women in other areas

As a result of media feedback, women face multiple challenges at the family level and at the community level in general

The Yemeni media was not part of a plan to support women in political and economic issues

Women face a lot of community rejection to participate in important issues, for example as a peace building partner.

The media is a double-edged sword. It can be a frightful weapon of violence when it propagates messages of intolerance or disinformation that manipulate public sentiment. But there is another aspect to the media. It can be an instrument of conflict resolution, when the

information it presents is reliable, respects human rights, and represents diverse views. It is the kind of media that enables a society to make well-informed choices, which is the precursor of democratic governance. It is a media that reduces conflict and fosters human security. Today, in every part of the world, reliable, accurate and objective media, whether mainstream, alternative or non-conventional, can both help to prevent and resolve conflict through the automatic functions of responsibly disseminating information, furthering awareness and knowledge, promoting participatory and transparent governance, and addressing perceived grievances In the same vein, inadvertently or overtly propagandistic media may equally fuel tensions and exacerbate conflicts.

IMPORTANCE OF THE STUDY

The current study can help in detecting and identifying the weaknesses and strengths of media for woman issues and provide a processing vision and policy framework to enhance the efficiency and effectiveness in promoting women in peace building

. The study may make available necessary resources for efficiency measurement of performance in woman peace building centres across Yemen

The study will help to discover the ability of competition of woman at domestic and international level of the peace building and how media play important role to support and educate the woman and successful her on that.

The media play an important role in promoting and educating women in building peace in places of war and conflict by shedding light on issues that highlighted the success of women in various humanitarian aspects such as their role in distributing aid and service to those affected by war in their family and community, Wars

The media should stimulate civil society organizations in the rehabilitation of women through their activities and programs and include women in the plans of these organizations and activate their role as a key partner in the peace process and post the peace process as a partner in the basic and influential in society

The link between the media and those organizations will contribute to highlighting the role of women in peace-building

The research will also aim at finding a mechanism that will contribute to activating the use of the media to promote and educate women and their effectiveness in the peace process

The media is one of the most important factors in conveying the positive image in the integration of women in peace building at various local and international levels. In addition to the influence of the media on changing the stereotypical portrayal of women's roles and presenting their successes as a cornerstone of war and conflict areas. Several parties to the conflict in Yemen in particular

Media is an important means of educating the community about the importance of women as partners in various fields and in areas of conflict and war in particular

This research will provide an application framework that highlights the gaps in the role of the media in promoting women as a partner in peace building and providing a conceptual framework for benefiting from the Yemeni library and those related to women's issues in the field of media and media participation in effectively activating the role of women in building peace

Statement of the Problem

Yemen has been a war for many years and there are many negotiations and peace consultations that are being carried out as an attempt to end the war

In peace negotiations, women are absent. It was noted that women do not exist strongly in the peace-building process

The media has played a major role in marginalizing and obscuring the role of women in Yemen in the peace-building process in particular

Women began to participate in peace negotiations superficially in the 2013 national dialogue

The main problem which will be investigated in this study is paraphrased in the following question:

Why the media very poor in empowering and educating women in the peace industry?

Literature of Review:

There is not much work which has been done on this study (The role of the media for promoting women for peace building) however, the following excerpts from related literature have been presented.

(Ogola, 2011) The development of Kenya‟s news media system is closely tied to the country‟s political history. Mzee Jomo Kenyatta, Kenya‟s first president, used the media to

further his political goals and defeat his opponents. He also used it to manipulate / brainwash Kenyans into revering him as the father of the nation

(Adar, 2000) Daniel Arap Moi, Kenya‟s second president, used media to instil fear into the country, and used his power to change the law into his favour. During this time, media was an extension of Moi‟s administration and therefore only aired what favoured him. Failure to do so led to the firing and detainment of journalists and media editors. However, during re-introduction of multi-party system of governance during Moi‟s reign, there was the liberalization of media and the development of new outlets

Media as information provider and interpreter

(Vladimir & Schirch, 2007). The media provide people with important information about political, economic and cultural issues in their environment and environment. The media also responds to impending problems in society, such as natural disasters. Media plays two key roles as an information provider; either he is active and involved in violence, thereby pushing violence either takes or remains independent and out of conflict, thus fighting conflict and mitigating violence

Media as watchdog:

Thussu & Freedman 2003 There are three main narratives of the role of mainstream media in the communication of conflict; that is, the publisher, the observer and the battlefield. According to these scholars, the idea that journalists are independent observers of military behavior is respected by media experts and liberal commentators. This idea assumes that journalists can remove ideological and organizational constraints to monitor and report military warriors. It also assumes that journalists may question relevant authorities in matters of tactical and strategic decisions during a violent conflict.

Media as a policymaker

Vladimir & Schirch, 2007 The media has been the basis for accelerating the reactions of governments and the international community through global reporting. This is then discussed in Kenya 2007/8 PEV. However, thanks to the CNN Effect (see Section 3.2.3), policy makers had to formulate and implement conflict prevention measures, as well as to design responses to violent conflict. In addition, the media created a platform for policy makers to publish their messages.

Media as a diplomat

(Vladimir & Schirch, 2007) . In situations of conflict, media can be used to send messages between conflicting parties. In case of conflict, it is best to address sensitive issues through secret negotiations. However, this is not always an option in some political relations due to different factors, such as changing political situations, violent conflicts and the inability of leaders to reach each other. In this case, the media are invited to bring the leaders of the conflicting parties through TV or radio programs in order to reach an agreement.

Media as a link/connector:

According to Vladimir and Schirch (2007) media; promote positive relationships between groups of people who conflict with ethnic, national or religious identities; a) to share similar interests and positions; Rwandan heroes, a TV show, show people who endanger their lives to save the lives of others belonging to the rival ethnic group, b) by showing the other in a similar light; Helps the Iraqi media that publish the suffering of Sunni and Shiite to promote common empathy, c) condemn violence, eg. In 1998, Omagh, Trade Unions and Republicans in Northern Ireland combined and renounced violence in all media; and d) exhibiting those with similar problems, e.g. Israeli and Palestinian mothers broadcast in a HBO documentary published in 2007 because they were victims of conflict and suffered the loss of their children.

(Mbeke, 2009).Unfortunately, the roles played by the media in conflict are not all positive. The media is a powerful communication tool that can be used for many good deeds, but can also be used to cause too much damage. In variable political environments, the media are used as a means of communication. Sometimes it is left in the media houses how it is used as a communication tool. Depending on how volatile and / or fragile a society is during the conflict, the media can fuel conflict An example of local language radio stations

2007/8 Kenya PEV. These stations targeted the local tribes and conveyed their messages of hatred and disgust, which pushed PEV. These stations used descriptive terminologies such as ler foreigners Bu and üy fishermen “, referring to others referring to members of rival tribes. This resulted in feelings of hostility and hatred among Kenyans across the country, and thus fired PEV

Anderlini, Jarhum, Allam & Cowick, 2017, Saferworld, n.d.)

Women's Peace Work in Yemen When the Arab Spring came to Yemen in 2011, the Yemeni people were opposed to a non-violent complaint and a better future for them.

When the conflict intensified, some women smuggled warriors or arms. However, many women decided to serve warriors by giving them food and water, paying attention to injured and protected checkpoints.

Currently, women have helped in providing humanitarian assistance, mapping internally displaced persons (IDPs), drug and food trafficking.

They also showed that the locked civilians and the detainees were released and that they had bargained for the release of all detainees. Moreover, women have tried to reintegrate child soldiers

(UN Women, 2017) Because of cultural roles in Yemen, women are seen as passive entities that do not have the knowledge or capacity to enter the peace process. Only a few women from Yemen were allowed to participate in official peace talks in 2016.

Participating women were organized to share only in informal interviews and they had limited impact and relevance to the main negotiations.

Although the process of peace reconciliation does not involve women in a meaningful way, when it comes to peace-building and mediation at the local level, women are very interested in society and have a great influence. For example, women are consulted and represented in tribal mediation in front of both men and community leaders (Oxfam, 2017). In 2015, 27 UN Women brought women from Yemen to Cyprus to work in Yemen for women's participation and empowerment in the political sphere.

(Anderlini, Jarhum, Allam & Cowick, 2017). This meeting also led to the creation of the Yemeni Peace and Security Agreement (YWPPS). Their aim is to increase the number of women participating in the formal peace building process. Unfortunately, women are still excluded from formal peace work and ignored, and rarely have a meaningful right to participate in the peace process.

Heinze & Baabbad (2017) pointed out that they had engaged in various activities to have a positive impact on their communities. For example, women help and work to promote the proportion of staff among school and young people, and they also work to provide better security than existing threats in society.

: OBJECTIVES

- **General objective of the study**

The general objective of this research will be to explore the role the media has played in promoting and educating women for peace building.

The specific objectives of the research will be:

Within this overall objective, it is possible to define a set of sub-goals.

•Specific objectives of the study.

1-To determine the impact of media on performance of women in peace building.

2-To examine the activities of the media in peace-building.

3-To establish the measures that government, stakeholders and media houses have put in place towards women in role peace-building.

4-To find out whether the media has been successfully used to promote women for peace in Yemen.

5-To assess the effects of the media on promote women for peace-building.

6-To make recommendations towards the use of the media in promoting and enhancing women in peace-building in Yemen.

Methodology:

Research Design, Population and Sampling, Instrument and Measurement, Reliability

Coefficient, Techniques of Data Collection, Data Analyses, Normal Distribution

2-Source of Date Collection

- **Primary Data**

Interview and questionnaire will be conducted in Yemen

Secondary Data

The secondary data shall be collected from books, research papers, magazines, websites, newspapers, annual reports, articles and papers presented by experts in national and international seminars, as well as depend on published data which put out from governmental and non-governmental organizations and represented in the Central Statistical Organization (CSO).

3-Sampling Technique.

4: Tool and Technique

Information obtained shall be analyzed by using SPSS. Descriptive analysis, correlation analysis and regression analysis shall be used to analyze the data.

Chapter Scheme

The following are the tentative chapter scheme for the proposed research study

Chapter 1: Introduction

Chapter 2: Review of Literature.

Chapter 3: Methodology and data base

Chapter4: women and role media in Yemen.

Chapter 5: Results and Discussion

Chapter 6: Summary and conclusion

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